

STATE OF NEW YORK

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LEGISLATURE OF ERIE COUNTY

BUFFALO, N.Y., JUNE 11, 2015, A.D.

I Hereby Certify, that at a regular session of the Legislature of Erie County, held in the County Hall, in the City of Buffalo, on the 11th day of June 2015, A.D. a resolution was adopted, of which the following is a true copy:

WHEREAS, Vidler's 5 & 10 story began in 1930 when Robert S. Vidler Sr. opened "The Fair Store" in the charming Village of East Aurora, and;

WHEREAS, established, neighboring merchants took bets that Robert Vidler Sr. wouldn't last more than six weeks as it was the height of the Great Depression, and;

WHEREAS, Vidler's 5 & 10 not only survived but with a great deal of hard work and financial sacrifice, the store flourished beyond Robert's expectations, and;

WHEREAS, in 1945 the store was officially named, Vidler's 5 & 10, when Robert Vidler Sr. was finally confident of the store's success to put his family name on it, and;

WHEREAS, Vidler's 5 & 10 thrived to the point where it had expanded to 10 times its original size, and with sons, Robert Jr. and Edward, now working alongside their father, the store continued to maintain its character and charm of a family business, and;

WHEREAS, Vidler's 5 & 10 became more well-known in the Western New York area during the 1980s when a series of "Bob and Ed" commercials started appearing on regional television, and;

WHEREAS, Vidler's 5 & 10's sometimes corny, always humorous ads delighted viewers for over 20 years, with Ed's children, Beverly and Don, along with their cousin, Cliff De-Flyer, still upholding the tradition today with new commercials, including a popular YouTube channel, and;

WHEREAS, Vidler's 5 & 10 is currently run by a third generation of the Vidler family, has become a landmark and destination point for shoppers near and far, and;

WHEREAS Vidler's 5 & 10 is now 20 times larger than when Robert Vidler Sr. first opened his store on Main Street, with four connecting buildings that are easily recognizable by their red and white awnings and gingerbread trim, along with the hand-painted gold leaf sign on the front, and the one-of-kind, original "Vidler on the Roof" statue, and;

WHEREAS Vidler's 5 & 10 has delighted shoppers for 85 years with its wide selection of merchandise, from cell phone accessories to eyelet lace, while keeping its small town charm with the original wooden floors, and the same big, open counters past generations browsed, and;

WHEREAS Vidler's 5 & 10 has stood the test of time and is a cornerstone in the iconic Village of East Aurora, as well as a jewel of the entire Western New York region.

NOW, THEREFORE, BE IT RESOLVED, that this legislative body pause in its deliberations to recognize **Vidler's 5 & 10** on its 85th anniversary.

Joseph C. Lorigo
Majority Leader
Erie County Legislator - 10th District

Karen M. McCarthy
Clerk of the Legislature